

The Sierra Madre News is the City of Sierra Madre in print. Any suggestion you may have to make it more representative will be welcomed by the management.

VOLUME 16, NO. 17

## Class of Ten Graduate from Local School

EXERCISES WEDNESDAY EVE.

Appreciative Crowd Fills Club House For the Mid-year Exercises

Ten bright and capable pupils received their diplomas at the Woman's Club House Wednesday evening as members of the mid-year graduating class of the Sierra Madre grammar school. The crowd of friends and relatives who gathered to hear and witness the exercises taxed the capacity of the club house.

The musical numbers of the program were well prepared and greatly enjoyed. The valedictory by Marjorie Darling, class history by Alice Elsner, the prophecy by Leon Stanley, the will by Billy Somner and especially the valedictory by Betty Moore, revealed a great deal of thought and care in preparation.

The address of Mrs. Parker, president of the board of education, gave the graduates much food for thought. Perhaps the prettiest feature of the program was the march of the flower girls, from the kindergarten, bearing a basket of flowers to each member of the class.

In closing the exercises Superintendent Reynolds thanked all who had taken part in the program and its preparation, and especially those from out of town. He also made a plea for more adequate school buildings, with an assembly hall large enough to accommodate similar gatherings and bring the public in closer touch with public school activities.

The graduates were: Herschel B. Calvert, Marjorie Darling, Alice Elsner, Marie Jenkins, Earl Marsh, Betty Moore, Alfred Reitherman, Billy Somner, Leon E. Stanley and William Turner. The program was as follows:

Invocation, Rev. W. J. Thompson. Salutatory, Marjorie Darling. Chorus, "Anchored," by Watson; Eighth Grade.

Class History, Alice Elsner. Waltz from the "Pink Lady," Kidas Orchestra.

Class prophecy, Leon Stanley. Violin Duets: "The Herd Girl's Dream," "Dreaming Moments" by Prof. W. B. Stowell and Miss Vesta Stowell.

Class Will, Billy Somner. Songs: "The Star," "The Rain," by Miss Hazel Camp accompanied by Miss Anna Camp.

Valedictory, Betty Moore. Passing of the Flag, Class A to Class B.

Presentation of diplomas by Mrs. Blanche M. Parker, president of the board of education.

March of the Flower Girls. "Sandman Am A-Softly Comin'" sung by the graduates and members of B class.

VENERABLE CITIZEN PASSES TO REWARD

Death of V. L. Graham Removes Beloved Pioneer Citizen of Sierra Madre

Marking the close of a long and useful life, the final summons came to V. L. Graham at his home on Auburn Avenue last Saturday, following a long period of ill health which was aggravated by a fall some months ago.

Mr. Graham was born in Richland County, Ohio, in 1836, and grew to manhood in that state. After he removed to Missouri, and had been a resident of Sierra Madre about 29 years. He married Hannah L. McDonald in 1861 and to them three children were born. One died in infancy and a son, J. J. Graham, passed away five years ago. A daughter, Mrs. Greer Caskey, survives with her mother. In his early life Mr. Graham followed the carpenter's trade. Later he became a miller, operating a mill for the grange a long time. In recent years he developed a process for the grinding of entire wheat which was regarded by many people as superior to anything else on the market.

Funeral services were held on Monday at the undertaking parlors of Allen T. Gay, being conducted by Rev. W. J. Thompson, pastor of the Congregational church, of which Mr. Graham had long been an officer and active supporter.

# SIERRA MADRE NEWS

PUBLISHED EVERY WEEK AT SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA

This paper will be as big and full of meaty reading as you help to make it. The merchants determine the size of the paper by their ads. Every citizen is a potential reporter.

FRIDAY, JANUARY 27, 1922

## Landmark Is Leveled by Mystery Fire

WINDSOR MANOR IS BURNED

Occupants Have Barely Time To Escape in Spectacular Night Fire

Fire of unknown origin burned the main building at Windsor Manor to the ground Wednesday morning shortly after one o'clock. The occupants had barely time to escape with their lives. The fire had made such headway that no chance to remove furniture or anything but a few personal effects.

The fire was discovered shortly after one o'clock, and within an hour and a half the building which contained thirty rooms, counting attic rooms, was completely destroyed.

Claim Outside Origin

Prince John David DeWindsor and his son, Raymond Churchill-Hays, are of the opinion that the fire originated on the outside of the building, basing their opinion on the course of the fire and the progress it had made when discovered. The fire originated on west side of the building, the kitchen being on that side.

In addition to the furniture and effects of Mr. and Mrs. Windsor the fire destroyed the furniture of Mrs. Martha Brown who had recently moved there and become an agent for the non-infecting medicinal and table wine made by Mr. Windsor.

Outside Water System

Responding promptly to the alarm, the Sierra Madre fire department made a splendid run to the scene of the fire. The property is situated above the lines of the city water system and the private system on the property afforded such a meager supply as to be useless with the fire at such an advanced stage.

Building Is Landmark

The building was erected about 1884 by Palmer T. Reid who occupied it for many years. It was originally a one story building, but during the boom years about 1887 Mr. Reid raised the roof and added another story. With the high basement, it was really a three story building. Mr. Reid was a relative of the Cogswells who operated the old Sierra Madre Villa hotel. For a long time he conducted it as a hotel and boarding house.

Subsequently the property passed through a number of hands, including Drs. Manning and Mr. Marshutz of Los Angeles and Lyman J. Gage of San Diego. Various attempts were made to conduct a tubercular sanitarium there, but all failed either for lack of capital or proper management. Mr. Windsor acquired the property about four years ago.

OFFICERS CHOSEN BY

BY CITRUS ASSOCIATION

The Sierra Madre-Lamanda Citrus Association had a very successful year in 1921, according to reports at the annual stockholders meeting.

J. B. Coulston was re-elected president of the association, M. Morgan was re-elected vice-president, W. I. Allen, secretary and F. G. Weber assistant secretary. The new board of directors follows:

N. W. Hamilton of Lamanda Park, P. H. Johnson of La Canada, C. J. Pegler of Sierra Madre, and Earl T. Richardson of Mongolia, representing lemon interests; M. Morgan of Lamanda Park, M. C. Hayes of Lamanda Park, F. M. Kramer of Puenta, and D. H. Munhall of Pasadena, representing orange interests; J. B. Coulston, W. I. Allen of Lamanda Park, and H. L. Chadwick of Lamanda Park, representing combined orange and lemon interests.

F. G. Weber was again chosen manager of the lemon house of the association, and F. W. Knight manager of the orange house. M. Morgan and H. L. Chadwick were elected representatives on the district board of the Azusa-Covina-Glendora Citrus Exchange, of which the local association is a member. Mr. Morgan was elected representative on the board of the Lemon By-Products plant at Corona, and W. I. Allen was elected representative on the board of the Orange Products plant at San Dimas.

## Will Extend Central Ave.

## Freeze Hits Fruit Hard

Lowest Temperature Since 1913 Was Recorded Here Last Week

Serious damage to citrus fruit and young trees was caused by the very low temperatures of Thursday night, Jan. 19. In Sierra Madre, as all over Southern California, the thermometer reached the lowest point recorded since the big freeze of 1913.

Sierra Madre was much more fortunate than most of the citrus belt. Many other sections, especially districts around San Bernardino, Redlands and Riverside, suffered complete crop losses.

Very irregular temperatures were recorded in Sierra Madre, with the damage varying accordingly. As usual, the lowest areas were the coldest, the frost currents flowing down from the mountain canyons like water following the channels and then overflowing the lower flat lands.

In the southeast part of town some orchards will show a complete crop loss and the trees will lose a couple of years' growth. In higher portions of town some of the fruit will show little loss.

Sufficient time has not elapsed to reveal with certainty the real extent of the damage. Citrus fruit authorities say from ten days to two weeks are necessary to show to what extent the fruit is rendered unfit for use. In the mean time all the citrus fruit exchanges have ordered their members to quit picking, so that no fruit will be marketed by them in doubtful condition. Independent buyers who rush fruit to markets thinking to make a cleanup on frozen fruit before its use of years' growth. In higher portions of town some of the fruit will show little loss.

The report to the Supervisors will not be submitted for a couple of months as the conference is considering a county wide system of boulevards and highways with one of the principal objects to be accomplished a method of circling the outskirts of Los Angeles to avoid the congestion of the downtown streets. When the report is submitted however, Sierra Madre has reason to feel assured this needed outlet will be recommended.

The Pasadena Chamber of Commerce and the Arcadia Chamber have both been asked to cooperate with the local organization in pushing this project as both cities are interested and will be benefited by the new road.

Since the meeting in Pasadena, Mr. Allen has talked with one of the principal owners of the private land over which a right of way must be secured and has been assured that he will cooperate in every way and will give the necessary right of way in accordance with the route selected by the engineers. This assurance clears away one of the principal difficulties of the route at the eastern end of Orange Grove.

The committee had special maps prepared and were well equipped with the necessary data and arguments to present to the conference which doubtless helped to obtain the favorable action of the conference on this question.

## NEW BOOKS ADDED

## TO PUBLIC LIBRARY

The following are among the books recently placed on the shelves of the Sierra Madre public library.

### Fiction

Austen—Pride and Prejudice.

Brand—Seventh Man.

Galsworthy—To Let.

Johnston—To Have and To Hold.

Meredith—Ordeal of Richard Feverel.

Miller—Manslaughter.

Oppenheim—Nobdy's Man.

### Non-Fiction

Bok—Americanization of Edward Bok.

Grant—Passing of the Great Race.

Irwin—Next War.

O'Neil—Beyond the Horizon.

### Gifts

Burroughs—Bunch of Herbs.

Fletcher—Orange-Yellow Diamond

Lowell—Books and Libraries.

Oemler—Purple Heights.

Rinehart—Circular Staircases.

### Juveniles

Alcott—Little Women.

Burgess—Tommy's Wish Come True.

Crump—Boys' Book of Railroads.

Meigs—Windy Hill.

Phillips—Little Friend Lydia.

## MYSTERY PARTY

## IS DEAD ISSUE

Tom Henderson returned last week from a big swing around the country which occupied a month, largely spent in travelling. He went north to San Francisco, east to Chicago and Montreal where he visited relatives and had a taste of real Canadian winter weather. From Montreal he went to New York and embarked on the steamer for a delightful voyage to New Orleans, coming home over the Southern Pacific.

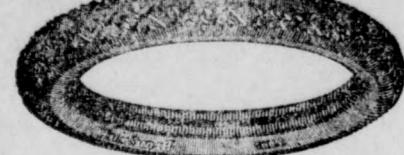
Curtis B. Goodenow, baritone, will sing the offertory solo at the church of the Ascension next Sunday morning.

FOR YOU AND

Tell the World about the Town You Live in. Mail the News to your Friends. Double the Space you need to Sell Your Goods and Help us Sell Your City.

FOR YOUR CITY

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ELEVENTH YEAR NOW BEGUN  
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Special car service leaving Main Street Station, Los Angeles, 1:15 p.m., direct to the Mission Play

Regular service to San Gabriel Mission—30 minute intervals throughout the day.

Reservation and tickets may be obtained at Mission Play booth, Main waiting room, Pacific Electric station, Los Angeles.

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FRESH FISH FRIDAYS We Close Thursdays at 12 O'clock

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## WOMAN'S CLUB NEWS

By Press Chairman, Mrs. Besse Palmer Rhodes.

### Regular Meeting

One of the very finest literary programs ever presented to the Woman's Club was heard last Monday by a large and appreciative percentage of the club membership. The program was purely literary. The opening address was given by Mrs. W. J. Saunders of Los Angeles, who for many years was a resident of Sierra Madre and an active member of the club.

The topic under discussion was "Books, New and Old." Mrs. Saunders, in her splendid review of Pickwick Papers, carried her listeners back with her to the birthplace of Charles Dickens a few miles from

which her own childhood home was located. Being a student and a sincere admirer of Dickens and having lived in the same environment, Mrs. Saunders made her review most realistic by the little personal touches which only perfect understanding and thorough sympathy may portray.

"Glimpses of New Books" was presented by Miss Darlow of the Los Angeles Public Library. Miss Darlow held the absolute attention of the audience as she presented a verbal picture of a number of the more modern authors and their works. She placed always in the foreground the high ideals with which they were in

spired and disclosed a rare perception which made her message lovelier than the writer can find words to express. The president, Mrs. J. Milton Steinberger reported having attended the President's Council which was held on Wednesday the 18, at Compton. She spoke feelingly on a number of the subjects under advisement in that body. One of the most important was the suppression of jazzy music. Her plea to the club members to stand behind her and the board in an effort to accomplish this end met with a response of quick and earnest applause showing conclusively the unpopularity of this particular kind of "noise" among the representative women of the town. The women also disclosed themselves as strongly in favor of a Community Sing and a large number pledged themselves to its support.

A pleasant social hour followed, with Mrs. M. D. Welsher and Mrs. J. N. Hawks presiding at the tea tables.

### Drama Section

The drama section of the club will hold a session on Thursday, February 2 at 2 o'clock. An interesting outline of study has been planned for that afternoon which students cannot afford to miss.

### Card Party

Feeling the necessity of some extra expenditure on the interior furnishings of the club house, the house-committee consisting of Mrs. W. H. Ingraham and Mrs. E. C. Newton, has formulated a most enjoyable plan whereby this may be accomplished. On Monday afternoon, February 6, Mrs. Newton will open her beautiful home on the Corner of Hermosa and Live Oak Avenues for a card party, the particulars of which will be published later. Do not fail to reserve the date.

### Concert

Fearing that in the rush of social activity, the date of the splendid concert, scheduled for Monday, January 30th, may have been overlooked, your memory is refreshed. With the idea in mind that no one can afford to miss this treat, a most liberal schedule of prices has been arranged, which includes a reduced price for children. The attractive program printed in last week's News speaks for itself. The performing artists, two of whom are not new to Sierra Madre audiences, are a guarantee of the excellence of the entertainment.

Tickets are on sale at Hartman's Drug Store.

Many out of town people, friends of the singers are expected to attend and several of the club ladies are entertaining out of town guests in their home either previous or after the function. Among these are Mrs. W. H. Topping, Mrs. Milton Steinberger, and Mrs. W. J. Lawless.

Among the guests at the latter home will be Mrs. Kathleen Lockhart Manning and her house guests the Mr. and Mrs. J. E. Parker, Raymond Brown of Orange, Miss Helen Mauzy and Miss Ruth Pinkerton of Los Angeles.

set but it will be announced soon. His entertainment will be given under the auspices of the Sierra Madre Chapter of the Red Cross and is one no child should miss. It will be an open air performance if the weather is favorable and all the kiddies are invited.

NEWS WANT ADS—It is costing

you good money to have that bungalow vacant. There are an average of fifty changes every month in the

population of Sierra Madre. The way

to come in on these changes and go out with a profit is to use want ads.

## POST OFFICE FIGURES

### SHOW CITY GROWTH

Classification of Office Likely to be  
Changed on Basis of  
Increase

Figures just compiled for the post office department by the local post office seem to indicate that the office will go into the second class beginning July 1, 1922. The requirement is a total of \$8000 in postal receipts during the calendar year. Postal receipts consist chiefly of stamp sales and box rents. The figures indicate that Sierra Madre will go over with a comfortable margin.

So far as the public is concerned the change in classification does not have much direct effect. The principal result is to add \$100 annually to the postmaster's salary, provide for the appointment of an assistant postmaster under civil service, and for more liberal allowances for clerk hire.

It is possible additional carrier service might be granted. That does not necessarily follow the change in classification, but will be determined when the time comes on proper showing as to the needs of the office. This office now has all the carrier service which can be granted to an office of the third class.

Other changes resulting from an advance in the office classification will affect chiefly the internal workings of the office, such as accounting with the post office department. However, the whole tendency is to improved service to the public with increasing business of the office. Moral: trade at home.

### "CHO-CHO" IS COMING

"Cho-Cho", the health clown is coming to Sierra Madre early in February to see the boys and girls of this city. The exact date has not yet been



## Professional Cards

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Sierra Madre Office 8 N. Baldwin  
Hours: Mon., Wed., and Fri. afternoons by appointment. Phone Main 53.  
Pasadena Office: Central Bldg.  
Phone Colo. 334. Res. Phone, Colo.  
1191.

**Physician and Surgeon**  
**E. L. JACKSON, M. D.**  
161 N. Auburn St. Phone Green 3  
Office hours: 10 to 12, 2 to 4  
Residence, 89 N. Auburn  
Phone Red 52

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**SAINT-CYR SANITARIUM**  
Treatment consists of the Fast Cure and Milk Diet. No tubercular cases received.  
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I can relieve your pains—Nerves, rheumatic and Constipation.

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Blue 45 48 N. Hermosa

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Sierra Madre Office, 4 N. Baldwin  
Tues., Thurs., Sat.—11 to 12:30  
Phone Main 60  
Pasadena Office, 461 E. Colorado  
Phone, Colo. 630  
Residence, 415 Oak Lawn, So. Pas.  
Phone, Fair Oaks 584

**GEO. W. GROTH, D.O., M. D.**  
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122 N. Baldwin Avenue  
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THE BEST IS THE CHEAPEST,  
BECAUSE IT MAKES YOUR HENS LAY  
EGGS-EGGS-MORE EGGS

Jan. 15th

DIVIDEND DATE

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**Personal Service**

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**NORM'S GARAGE**

Black 164

22 E. Montecito

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GEORGE B. MORGRIDGE, Managing Editor

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Three months	.75	One year \$2.00
Six months	1.25	Outside Los Angeles Co. 3.00
		Three Year 5.00

Subscriptions payable in advance. All new subscriptions will be delivered at once and be entered as of the first of the month following the date on which the subscription was made. Old subscriptions will expire on the first of the month following the present expiration date.

Copy for change of advertisement must be in the office by 10 a.m. Wednesday morning. New advertising copy must be in the office by noon on Tuesday

VOLUME 16, NO. 17

FRIDAY, JANUARY 27, 1922

## This Is a Friendly Town

Sierra Madre is a friendly town. Don't let anyone tell you differently.

Some people are too bashful to be able easily to show the friendliness they feel. Others are too bashful to allow anyone to see how they crave friendliness. But the friendly spirit is there, waiting for a chance to show itself.

Sometimes new people move into a house, pull the shades, and peek through the cracks at the passing people who don't see any evidence of anyone in the house, least of all a sign that visitors would be welcomed. When they go down to the stores they are apt to carry that same "closed to visitors" expression, which wards off the friendly advances of other shoppers who might otherwise strike up an acquaintance. Then they go home and nurse their loneliness.

Likewise, people who go to church, sit near the door and scoot for home without giving anyone a chance for a friendly handshake and "glad you came," are apt to talk about that church being unfriendly.

People in the post office, the stores and newspaper office have excellent opportunities for observation. Friendly, helpful acts toward the stranger and the needy are exceedingly numerous in Sierra Madre.

The claim that this is a more than ordinarily friendly town is based on real evidence, not theorizing. The facts are more than sufficient to offset the occasional charges of exclusiveness. To tell one week's stories of friendly acts would take too much space and reveal personal affairs of too many people. But the next time anyone tries to worry you with the claim that Sierra Madre is cold and exclusive, just ask what he has done to make it known as a friendly town.

## Not the Real Thing

Executive ability—the art of earning one's living by the sweat of other men's brows. It's a common conception, generated by a superficial view of big business enterprises. The result is a huge economic loss through misdirection and consequent waste of human energy.

This foolishly mistaken notion of the character and aim of real executive ability is fostered largely in two ways. One is the alluring magazine ad, picturing an alleged easy road to commercial supremacy. A few easy lessons when one has nothing else to do and costing only the month's wages of a shipping clerk are said to work the transformation.

The other common source of the fallacy is the notion that "pull" is the only method of advancement. Go among the lesser employees of any big organization. Listen to the shop and office gossip. It revolves around inside politics and the question of favoritism. The only way to get to a flat topped desk in the front office is through personal favor with the boss of the works.

Human beings will do almost anything to escape work. Especially do they dislike the prospect of a long, tedious business experience as the means of reaching those coveted executive positions. So they dawdle along, putting half-hearted efforts into their present jobs, jealous of their co-workers who get ahead, but producing no results to justify their own promotion.

Perhaps it is just as well for their own comfort they do not get ahead. They lack all conception of the loads carried by men in positions of responsibility.

This energy and worry used up in trying to get ahead by the wrong road is sheer waste, personal and economic. If it could all be rightly directed the national efficiency would be tremendously increased. It would go a long way towards reducing the cost of everything.

## : BY THE WAY :

Some New York concern is offering a thousand dollar prize for the best essay on "Civility." Why not offer the prize for the best concrete examples instead of for a lot of theorizing on paper?

New dollars bear the image of a dove instead of the eagle on the dollar of our daddies. But they fly faster than ever—the dollars, not the birds.

They talk about sending mail around the world in seventeen days. But who wants to send mail around the world

when there is a shorter route to every place where one wishes to send mail.

Control of the next congress will be sought by the agricultural "bloc," a wet "bloc," the old time Republican and Democratic "blocs." The fracas may warm up till some of the floor leaders get their blocks knocked off.

Solomon's temple is said to have cost him four billion dollars. Mere pin money to a man with 700 wives to support.

The post office department will have to get along somehow without Postmaster General Hays and "us." But you can hardly blame us for leaving the service when our combined salaries are to be more than \$150,000 annually.

## Letters To The Editor

The News is not responsible for the statements nor the sentiments in the following letters. This is the people's column and we reserve the liberty only of condensation and clarification where it is required. The editor of the News must know the authorship of every letter whether the author's name is published or not.

### THOSE HIGHER FARES

Sierra Madre, Cal.  
January 23, 1922

Editor:

I cannot help but admire a man with nerve enough to appear before an assembly of men, intelligent enough to represent their respective chambers of commerce with the statement "that wages of street railway employees," in Los Angeles were from three to five times higher than before the war." It is preposterous. It has

been less than six months since these same employees lost nearly three-fourths of a million dollars per year due to the reduction of their pay, a very nice profit for the corporation, taken from its employees.

Now again comes the blame on them as one of the chief reasons for the raise in rates. What wonderful homes and what great times these employees must have on these enormous high wages.

Yours truly,  
FRED TOTTEN, JR.

## News of the Churches

### CHURCH OF THE ASCENSION

Rev. Wm. Carson Shaw, Rector.

#### Services

Holy Communion, 8 a.m.  
Sunday school, 9:45 a.m.  
Morning Prayer and Sermon 11:00

A. M.

Evening Prayer 7:30 P. M.

### CHEISTIAN SCIENCE SOCIETY

Corner Highland and Hermosa Ave.  
11:00 a. m. Morning Service, sub-  
ject, Sunday, January 22, "Truth."

Testimony meeting Wednesday 8

D. M.

Sunday School 9:30 A. M.

### ST. RITA'S CATHOLIC CHURCH

Rector, Rev. F. Woodcutter

Corner Highland & Baldwin Avenues.  
Sundays and Holy days of obliga-  
tion, Masses at 7:30 and 9 a. m. Week-  
days Mass at 7 a. m., during Lent at  
7:30 a. m. Instructions for children  
Saturdays at 9:00 a. m., Confessions  
Saturdays at 7:30 p. m.

### THEOSOPHISTS

The Children's School of Theosophy, under the direction of The United Lodge of Theosophists, will be re-  
opened on Sunday morning for the  
winter season. Parents who are in-  
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Worship, 11:00 A. M.

Junior Young People's Meeting,

3:00 P. M.

Senior Young People 6:15 P. M.

Prayer Meeting 7:00 P. M.

Song Service and Preaching 7:30 P.

M. Mid-week meeting, Wednesday at

7:30 P. M.

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gride, Superintendent.

Adult Bible Class.

Junior and Senior Christian En-

deavor Society, 6:30 P. M.

Church Services 11 A. M. and 7:30

P. M.

Midweek Prayer Meeting, Wednes-

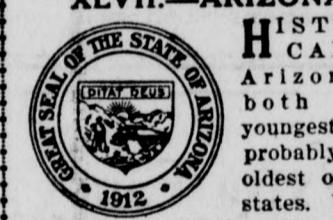
day, 7:30 P. M.

You are invited.

## The Story of Our States

By JONATHAN BRACE

### XLVII.—ARIZONA



Arizona is both the youngest and  
probably the oldest of our  
states. While it is the last of the states to be  
admitted to the Union and as  
such dates its existence only  
from 1910, its history before the  
advent of white men dates back  
into the dim past. Here were  
located those interesting people,  
the Cliff Dwellers, and the ruins  
of their cities high up in inac-  
cessible places have caused much  
speculation as to these ancient  
people. It is supposed that these  
Cliff Dwellers were the ances-  
tors of the Pueblo Indians and  
were decidedly more advanced in  
civilization than their neigh-  
bors. They were probably of  
the same race as the Aztecs of  
Mexico and understood irrigation,  
agriculture and the build-  
ing arts.

It was rumors of the great  
Pueblos that instigated the first  
visit of the white men. Padre  
Nican in 1539 explored this ter-  
ritory and he was followed by  
Coronado in search of the mythical  
wealth of the Indian cities.  
Coronado, though failing to find  
the reputed gold, did discover  
the Grand Canyon of the Colo-  
rado with its wonderful scenic  
beauty, which has become one of  
the great assets of the state.

This region was considered  
part of Spanish territory and  
when Mexico declared its inde-  
pendence it became a Mexican  
province. After the Mexican  
war the section north of the Gila  
river was ceded to the United  
States and the southern portion  
was acquired through the Gads-  
den Purchase in 1853. In 1863  
Arizona was separated from  
New Mexico and made a ter-  
ritory.

The derivation of the name  
Arizona is uncertain, but it pos-  
sibly came from the Spanish,  
meaning "dry belt."

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## Some Aspects of the Farmers' Problems

By BERNARD M. BARUCH

(Reprinted from Atlantic Monthly)

IV

Now, what is the farmer asking? Without trying to catalogue the remedial measures that have been suggested in his behalf, the principal proposals that bear directly on the improvement of his distributing and marketing relations may be summarized as follows:-

First: storage warehouses for cotton, wool, and tobacco, and elevators for grain, of sufficient capacity to meet the maximum demand on them at the peak of the marketing period. The farmer thinks that either private capital must furnish these facilities, or the state must erect and own the elevators and warehouses.

Second: weighing and grading of agricultural products, and certification thereof, to be done by impartial and disinterested public inspectors (this is already accomplished to some extent by the federal licensing of weighers and graders), to eliminate underpaying, overcharging, and unfair grading, and to facilitate the utilization of the stored products as the basis of credit.

Third: a certainty of credit sufficient to enable the marketing of products in an orderly manner.

Fourth: the Department of Agriculture should collect, tabulate, summarize, and regularly and frequently publish and distribute to the farmers, full information from all the markets of the world, so that they shall be as well informed of their selling position as buyers now are of their buying position.

Fifth: freedom to integrate the business of agriculture by means of consolidated selling agencies, co-ordinating and co-operating in such way as to put the farmer on an equal footing with the large buyers of his products and with commercial relations in other industries.

When a business requires specialized talent, it has to buy it. So will the farmers; and perhaps the best way for them to get it would be to utilize some of the present machinery of the largest established agencies dealing in farm products. Of course, if he wishes, the farmer may go further and engage in flour-milling and other manufactures of food products. In my opinion, however, he would be wise to stop short of that. Public interest may be opposed to all great integrations; but, in justice, should they be forbidden to the farmer and permitted to others? The corporate form of association cannot now be wholly adapted to his objects and conditions. The looser co-operative form seems more generally suitable. Therefore, he wishes to be free, if he finds it desirable and feasible, to resort to co-operation with his fellows and neighbors, without running afoul of the law. To urge that the farmers should have the same liberty to consolidate and co-ordinate their peculiar economic functions, which other industries in their fields enjoy, is not, however, to concede that any business integration should have legislative sanction to exercise monopolistic power. The American people are as firmly opposed to industrial as to political autocracy, whether attempted by rural or by urban industry.

For lack of united effort the farmers as a whole are still marketing their crops by antiquated methods, or by no methods at all, but they are surrounded by a business world that has been modernized to the last minute and is tirelessly striving for efficiency. This efficiency is due in large measure to big business, to united business, to integrated business. The farmers now seek the benefits of such largeness, union and integration.

The American farmer is a modern of the moderns in the use of labor saving machinery, and he has made vast strides in recent years in scientific tillage and efficient farm management, but as a business in contact with other businesses agriculture is a "one horse shay" in competition with high power automobiles. The American farmer is the greatest and most intractable of individualists. While industrial production and all phases of the huge commercial mechanism and its myriad accessories have articulated and co-ordinated themselves all the way from natural raw materials to retail sales, the business of agriculture has gone on in much the one man fashion of the backwoods of the first part of the nineteenth century, when the farmer was self sufficient and did not depend upon, or care very much, what the great world was doing. The result is that the agricultural group is almost as much at a disadvantage in dealing with other economic groups as the jay farmer of the funny pages in the hands of sleek urban confidence men, who sell him acreage in Central Park or the Chicago city hall. The leaders of the farmers thoroughly understand this, and they are intelligently striving to integrate their industry so that it will be on an equal footing with other businesses.

As an example of integration, take the steel industry, in which the model is the United States Steel Corporation, with its iron mines, its coal mines, its lake and rail transportation, its ocean vessels, its by-product coke ovens, its blast furnaces, its open hearth and Bessemer furnaces, its rolling mills, its tube mills and other manufacturing processes that are carried to the high-

est degree of finished production compatible with the large trade it has built up. All this is generally conceded to be to the advantage of the consumer. Nor does the steel corporation inconsiderately dump its products on the market. On the contrary, it so acts that it is frequently a stabilizing influence, as is often the case with other large organizations. It is master of its distribution as well as of its production. If prices are not satisfactory the products are held back or production is reduced or suspended. It is not compelled to send a year's work to the market at one time and take whatever it can get under such circumstances. It has one selling policy and its own export department. Neither are the grades and qualities of steel determined at the caprice of the buyer, nor does the latter hold the scales. In this single integration of the steel corporation is represented about 40 per cent of the steel production of America. The rest is mostly in the hands of a few large companies. In ordinary times the steel corporation, by example, stabilizes all steel prices. If this is permissible (it is even desirable, because stable and fair prices are essential to solid and continued prosperity) why would it be wrong for the farmers to utilize central agencies that would have similar effects on agricultural products? Something like that is what they are aiming at.

Some farmers favored by regional compactness and contiguity, such as the citrus-fruit-raisers of California, already have found a way legally to merge and sell their products integrally and in accordance with seasonal and local demand, thus improving their position and rendering the consumer a reliable service of ensured quality, certain supply, and reasonable and relatively steady prices. They have not found it necessary to resort to any special privilege, or to claim any exemption under the anti-trust legislation of the state or nation. Without removing local control, they have built up a very efficient marketing agency. The grain, cotton, and tobacco farmers, and the producers of hides and wool, because of their numbers and the vastness of their regions, and for other reasons, have found integration a more difficult task; though there are now some thousands of farmer's co-operative elevators, warehouses, creameries, and other enterprises of one sort and another, with a turn-over of a billion dollars a year. They are giving the farmers business experience and training, and, so far as they go, they meet the need of honest weighing and fair grading; but they do not meet the requirements of rationally adjusted marketing in any large and fundamental way.

The next step, which will be a pattern for other groups, is now being prepared by the grain-raisers through the establishment of sales media which shall handle grain separately or collectively, as the individual farmer may elect. It is this step—the plan of the Committee of Seventeen—which has created so much opposition and is thought by some to be in conflict with the anti-trust laws. Though there is now before congress a measure designed to clear up doubt on this point, the grain-producers are not relying on any immunity from anti-trust legislation. They desire, and they are entitled, to co-ordinate their efforts just as effectively as the large business interests of the country have done. In connection with the selling organizations the United States Grain Growers Incorporated is drafting a scheme of financing instrumentalities and auxiliary agencies which are indispensable to the successful utilization of modern business methods.

It is essential that the farmers should proceed gradually with these plans, and aim to avoid the error of scrapping the existing marketing machinery, which has been so laboriously built up by long experience, before they have a tried and proved substitute or supplementary mechanism. They must be careful not to become enmeshed in their own reforms and lose the perspective of their place in the national system. They must guard against fanatical devotion to new doctrines, and should seek articulation with the general economic system rather than its reckless destruction as it relates to them.

The Department of Agriculture is often spoken of as a special concession to the farmers, but in its commercial results, it is of as much benefit to the buyers and consumers of agricultural products as to the producers, or even more. I do not suppose that anyone opposes the benefits that the farmers derive from the educational and research work of the department, or the help that it gives them in working out improved cultural methods and practices, in developing better yielding varieties through breeding and selection, in introducing new varieties from remote parts of the world and adapting them to our climate and economic condition, and in devising practical measures for the elimination or control of dangerous and destructive animal and plant diseases, insect pests, and the like. All these things manifestly tend to stimulate and enlarge production, and their general beneficial effects are

perious and contented agricultural population, we should be prepared to go a long way in assisting the farmers to get an equitable share of the wealth they produce, through the inauguration of reforms that will procure a continuous and increasing stream of farm products. They are far from getting a fair share now. Considering his capital and the long hours of labor put in by the average farmer and his family, he is remunerated less than any other occupational class, with the possible exception of teachers, religious and lay. Though we know that the present general distress of the farmers is exceptional and is linked with the inevitable economic readjustment following the war, it must be remembered that, although representing one-third of the industrial product and half the total population of the nation, the rural communities ordinarily enjoy but a fifth to a quarter of the net annual national gain. Notwithstanding the taste of prosperity that the farmers had during the war, there is today a lower standard of living among the cotton farmers of the South than in any other pursuit in the country.

In conclusion, it seems to me that the farmers are chiefly striving for a gen-

erally beneficial integration of their business, of the same kind and character that other business enjoys. If it should be found on examination that the attainment of this end requires methods different from those which other activities have followed for the same purpose should we not sympathetically consider the plea for the right to co-operate, if only from our own enlightened self interest, in obtaining an abundant and steady flow of farm products?

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